

---

---

# SENATE CONCURRENT RESOLUTION

REQUESTING THE COUNCIL OF THE CITY AND COUNTY OF HONOLULU TO  
RENAME A PORTION OF CORAL STREET TO "LEX BRODIE STREET".

1           WHEREAS, "Thank you ... very much!" is the legendary slogan  
2 of revered kama'aina businessman Lex Brodie, whose years of  
3 rendering and overseeing high quality automotive services made  
4 him a symbol of trust among Hawaii families; and  
5

6           WHEREAS, Alexander "Lex" Brodie is a keiki o ka 'aina, born  
7 on Kauai in 1914, part of Roosevelt High School's first  
8 graduating class, and a University of Hawaii track star; and  
9

10           WHEREAS, as one of the first Waikiki Beach Boys, in  
11 partnership with Duke Kahanamoku's brother Sam, Lex gave canoe  
12 rides and surf lessons to the well-to-do travelers and movie  
13 stars of his time, including famed crooner Bing Crosby; and  
14

15           WHEREAS, as a manager at the Dole Pineapple Company in the  
16 late 1950s, his stand on principle won him the respect and  
17 support of his workers; and  
18

19           WHEREAS, Kaneohe was the site of Lex Brodie's first  
20 ventures as an entrepreneur, where he opened a Chevron franchise  
21 in 1958 then started Lex Brodie's Tire Company in 1961; and  
22

23           WHEREAS, the company moved to its current location at 701  
24 Queen Street in 1964 and opened in Waipahu in 1972; and  
25

26           WHEREAS, in 1976 he founded the Small Business Association  
27 of Hawaii, now known as Smart Business Hawaii, to advocate for  
28 and actively promote small businesses; and  
29

30           WHEREAS, in 1979, Hawaii Business magazine named Lex Brodie  
31 its "Man of the Year"; and  
32



1           WHEREAS, Lex was a pioneer in business, being the first  
2 employer in Hawaii to offer his employees a profit sharing plan,  
3 with matching employer contributions, and advertise with the  
4 15-second television commercial in days when the norm was 30  
5 seconds, and he was one of the first business owners to appear  
6 in his own commercials; and  
7

8           WHEREAS, Lex Brodie's Tire Company was so known for  
9 reliability that when he finally retired in 1991, he was easily  
10 and overwhelmingly elected to the Board of Education, which he  
11 served on for eleven years; and  
12

13           WHEREAS, the Lex Brodie's Tire Company is repeatedly voted  
14 Hawaii's best for tires and auto repair, received the 2010  
15 Hawaii Better Business Bureau Award for Ethics and Trust, was  
16 the first company to win the International Better Business  
17 Bureau Award for Excellence in Customer Care, and in 2011,  
18 received the National Tire Business Humanitarian Award; and  
19

20           WHEREAS, ever the outdoorsman, Lex continued surfing until  
21 he was ninety years old; and  
22

23           WHEREAS, Lex Brodie bid aloha 'oe to our islands on  
24 January 11, 2013; now, therefore,  
25

26           BE IT RESOLVED by the Senate of the Twenty-seventh  
27 Legislature of the State of Hawaii, Regular Session of 2013, the  
28 House of Representatives concurring, that this body respectfully  
29 requests the Council of the City and County of Honolulu to  
30 rename that portion of Coral Street in Kakaako, between Queen  
31 Street and Halekauwila Street, on which Lex Brodie's Tire  
32 Company is situated, "Lex Brodie Street" in honor of this  
33 revered businessman and figure in our history; and  
34

35           BE IT FURTHER RESOLVED that certified copies of this  
36 Concurrent Resolution be transmitted to the council members of  
37 the City and County of Honolulu.  
38

